

CLAIMS AMENDMENTS

1. (currently amended) A method for the creation and distribution of electronic informational flyers for the use in marketing real estate comprising the steps of:

a-) providing for the digital input of data regarding selected specifics of ~~an~~ item and/or an event related to the sale of a real property into a computer network, the selected specifics comprising information about the real property;

b-) providing for a digital template for organizing the data regarding the selected specifics for creating the informational flyer;

c-) entering the data regarding the selected specifics into a digital computational and storage device;

d-) organizing the data regarding the selected specifics into the digital template comprising entries specific to the real estate being offered; and

e-) providing for the creation of the electronic informational flyer based on the data regarding the selected specifics organized into the digital template,

wherein the electronic informational flyer is an electronic version of the data regarding the selected specifics combined with the digital template that can be viewed and transmitted over the computer network, whereby the electronic informational flyer is used to market the real property.

2. (previously amended) The method as claimed in Claim 1, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding a tangible item of the real property and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

3. (previously amended) The method as claimed in Claim 2, wherein the organizational entity is selected from the group consisting of individuals, groups of individuals and commercial enterprises.

4. (previously amended) The method as claimed in Claim 3, wherein the organizational entity provides services in the real estate sales and leasing field.

5. (previously amended) The method as claimed in Claim 1, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding the event and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

6. (previously amended) The method as claimed in Claim 5, wherein the event is selected from the group consisting of events relating to the sales or leasing of the real property and the organizational entity is selected from the group consisting of individuals, groups of individuals and commercial enterprises.

7. (previously amended) The method as claimed in Claim 6, wherein the event is related to the sales or leasing of the real property and the organizational entity provides services in the real estate sales and leasing field.

8. (previously amended) The method as claimed in Claim 1, wherein the data input is accomplished by a means selected from the group consisting of keyboard entry, touchscreen entry, optical character recognition scanning, file scanning, downloading from a previously created database, audio file entry, and video file entry.

9. - 42. (cancelled).

43. (currently amended) A method for the creation and distribution of electronic informational flyers for the use in selling and buying real estate comprising the steps of:

- a. providing for the digital input of data regarding selected specifics of a piece of real property into a computer network, the selected specifics comprising information about the real property;
- b. providing for a digital template for organizing the data regarding the selected specifics for creating the electronic informational flyer;
- c. entering the data regarding the selected specifics into a digital computational and storage device;
- d. organizing the data regarding the selected specifics into the digital template comprising entries specific to the real estate being offered; and
- e. providing for the creation of the electronic informational flyer based on the data regarding the selected specifics organized into the digital template,
- f) allowing the electronic informational flyer to be accessed and viewed by interested parties through the computer network.

wherein the electronic informational flyer is an electronic version of the data regarding the selected specifics combined with the digital template, whereby the electronic informational flyer is used to market the real property.

44. (previously amended) The method as claimed in Claim 43, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding a tangible item of the real property and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

45. (cancelled).

46. (currently amended) The method as claimed in Claim 44, wherein the informational flyer can be transmitted over a the computer network.

47. (cancelled).

48. (currently amended) A method for the creation and distribution of electronic informational flyers for the use in promoting events regarding the selling and buying of real estate comprising the steps of:

- a. providing for the digital input of data regarding selected specifics of an event related to the sale of a piece of real property into a computer network, the selected specifics comprising information about the event and the real property;
- b. providing for a digital template for organizing the data regarding the selected specifics for creating the electronic informational flyer;
- c. entering the data regarding the selected specifics into a digital computational and storage device;
- d. organizing the data regarding the selected specifics into the digital template comprising entries specific to the real estate being offered and the event being held; and
- e. providing for the creation of the electronic informational flyer based on the data regarding the selected specifics organized into the digital template,
- f) allowing the flyer to be accessed and viewed by interested parties through the computer network.

wherein the electronic informational flyer is an electronic version of the data regarding the selected specifics combined with the digital template, whereby the electronic informational flyer is used to promote the event and to market the real property.

49. (previously amended) The method as claimed in Claim 48, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding the event and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

50. (cancelled).

51. (currently amended) The method as claimed in Claim 49, wherein the informational flyer can be transmitted over a the computer network.

52. (cancelled).

53. (new) A method for creating and distributing of electronic informational flyers for the use in selling and buying real estate comprising the steps of:

- a) logging onto a computer network;
- b) selecting a template for creating a real estate flyer for promoting and marketing a piece of real property, wherein the template comprises fields related to the selling and buying of real estate;
- c) inputting data into the template regarding specifics of the property thereby associating the data with the fields of the template and populating the template with the associated data so to create the electronic informational flyer; and
- d) distributing the flyer to promote and to market the real property.

54. (new) The method as claimed in Claim 53, further comprising the step of creating a fee-based membership identifier for users to log onto the computer network.

55. (new) The method as claimed in Claim 54, further comprising the step of allowing interested parties to log onto the computer network and view the flyer.

56. (new) The method as claimed in Claim 55, further comprising the step of allowing the flyer to be printed from the computer network.

57. (new) The method as claimed in Claim 53, further comprising the steps of repeating steps (b) and (c) to create multiple flyers and allowing the flyers to be sorted by at one of the specifics.

59. (new) The method as claimed in Claim 54, further comprising the step of providing various membership levels that are associated with access to the number of the specifics.

60. (new) A method for creating and distributing of electronic informational flyers for the use in selling and buying real estate comprising the steps of:

- a) logging onto a computer network using a fee-based membership identifier;
- b) selecting a template for creating a real estate flyer for promoting and marketing a piece of real property, wherein the template comprises fields related to the selling and buying of real estate;
- c) inputting data into the template regarding specifics of the property thereby associating the data with the fields of the template and populating the template with the associated data so to create the electronic informational flyer;
- d) allowing the electronic informational flyer to be viewed over and printed from the computer network; and
- e) allowing the electronic informational flyer to be distributed over the computer network.

61. (new) The method as claimed in Claim 60, further comprising the steps of repeating steps (b) and (c) to create multiple flyers.

62. (new) A method for creating and distributing of electronic informational flyers for the use in promoting events regarding the selling and buying of real estate comprising the steps of:

- a) logging onto a computer network;
- b) selecting a template for creating a real estate flyer for promoting and marketing a piece of real property, wherein the template comprises fields related to selected specifics comprising information about an event and the real property;
- c) inputting data into the template regarding the selected specifics thereby associating the data with the fields of the template and populating the template with the associated data so to create the electronic informational flyer; and
- d) distributing the flyer to promote and to market the event and the real property.

63. (new) The method as claimed in Claim 62, further comprising the step of creating a fee-based membership identifier for users to log onto the computer network.

64. (new) The method as claimed in Claim 63, further comprising the step of allowing interested parties to log onto the computer network and view the flyer.

65. (new) The method as claimed in Claim 64, further comprising the step of allowing the flyer to be printed from the computer network.

66. (new) The method as claimed in Claim 65, further comprising the steps of repeating steps (b) and (c) to create multiple flyers and allowing the flyers to be sorted by at one of the specifics.

67. (new) The method as claimed in Claim 66, further comprising the step of providing various membership levels that are associated with access to the number of the specifics.